

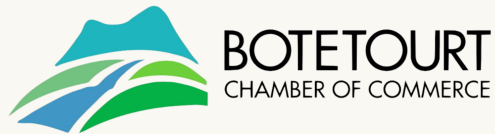


# 2023 STATE OF THE COUNTY

BOTETOURT COUNTY, VIRGINIA



2023  
STATE OF  
THE COUNTY  
BOTETOURT COUNTY, VIRGINIA





## Presenting Sponsor

Member One Federal Credit Union

Jenna Bill, Market Manager of the Daleville Retail Center

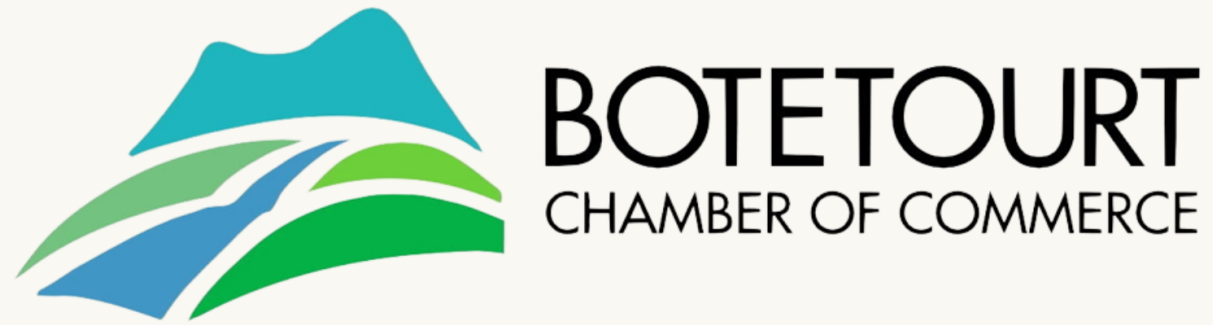




## Event Sponsor

Lumos

Catherine Mosley, Director of Market Development



## Botetourt County Chamber of Commerce

Khari Ryder, Executive Director

# Botetourt Chamber 2022 Recap

## Business Growth in Botetourt

Businesses large and small opened doors in Botetourt.

The Chamber performed 7 ribbon cuttings:

- Daleville Chiropractic
- Henritze Dental
- Avenue Black Boutique
- Blush and Ivy Boutique
- Papa Johns Pizza Blue Ridge
- Roanoke Valley Direct Primary Care
- Botetourt County Historical Society and Museum







# Business Growth

We saw Munters open its doors in Botetourt County and the expansion of broadband throughout the County.





# Chamber Events Recap and Future

BOCOTALKS - Quarterly Events

Sponsored Networking

Signature Events

- State of the County
- Meeting of the Membership
- Botetourt County Fair
- Golf Tournament
- Annual Dinner
- Tinsel Trail





# Chamber Stats

Through our events and community interaction the Chamber has:

- 282 Active Members
- 1900+ contacts on email list
- 20 Sponsors/Partners
- Added 31 new members in 2022

We look forward to a successful 2023 as we reach out to small and home-based businesses.

Thank you to our sponsors, our members, and the Botetourt Community!









## Botetourt County

Dr. Richard Bailey, Former Board Chair (2022)



Dr. Mac Scothorn, Chair



Amy White, Vice-Chair



Steve Clinton



Billy Martin



Dr. Richard Bailey



# The State of the County is Very Good

Much like the rest of the world, we are anticipating some challenges on the horizon with inflation, supply chain shortages and work force deficits.

**2022**





**lumos™**



**BARC** Connects



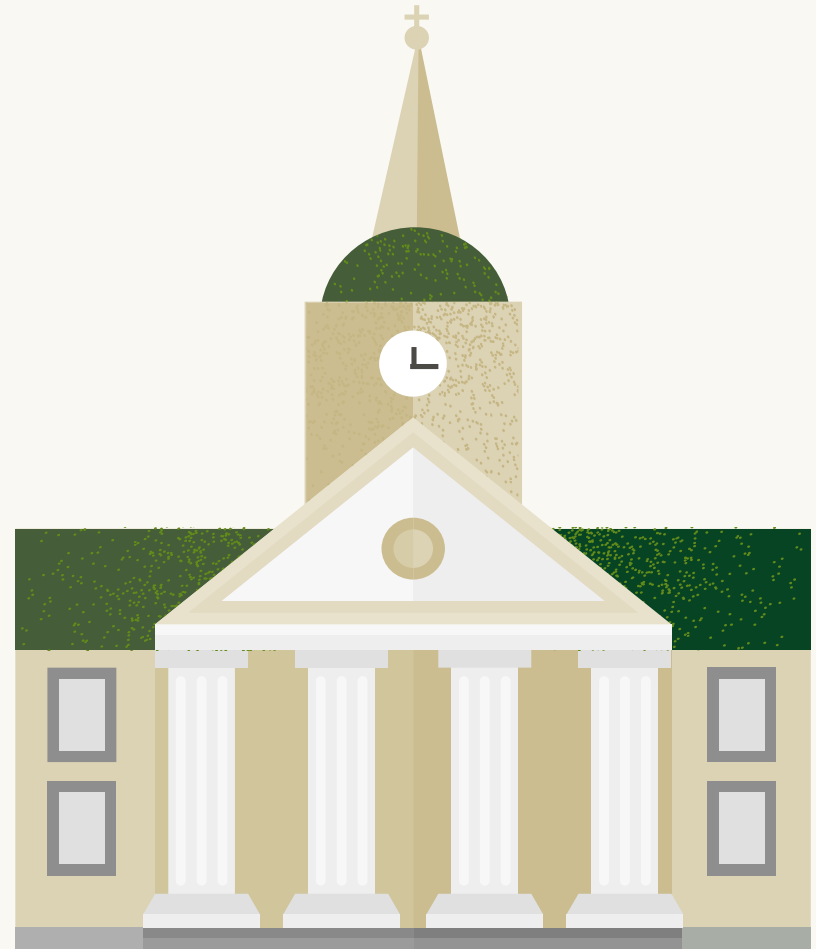


# New Circuit Courthouse in Fincastle

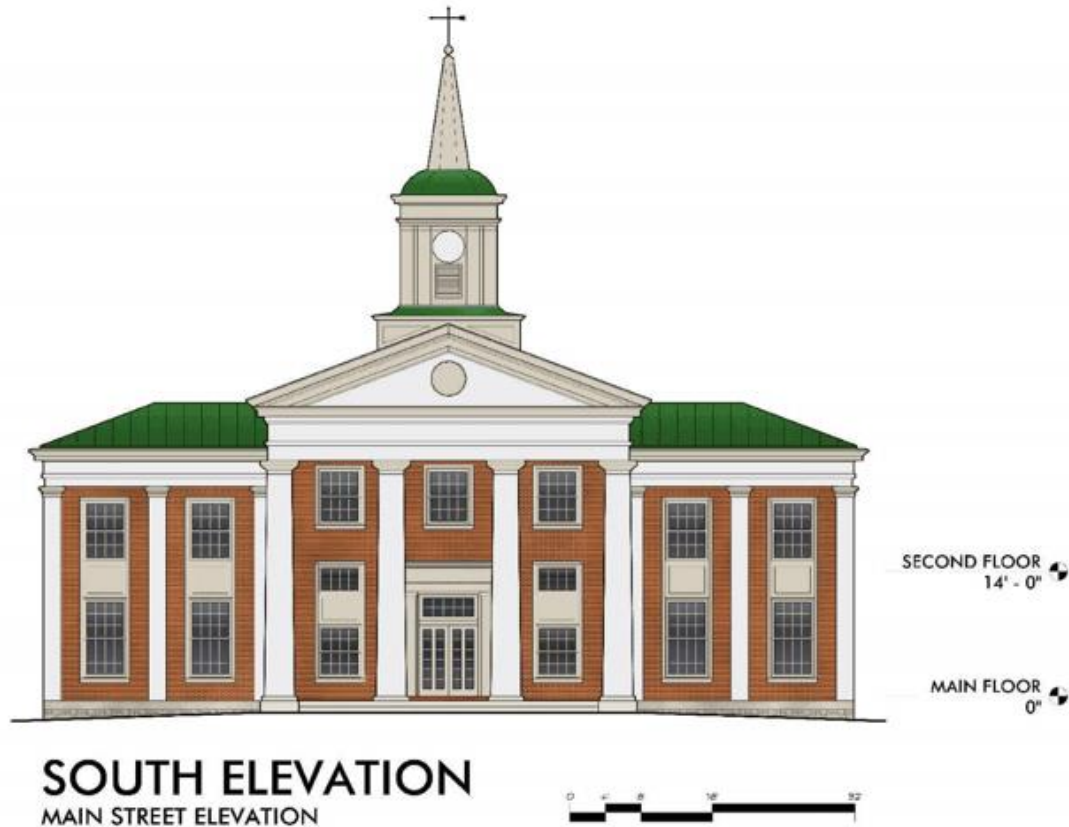
Unanimously approved by  
the Board of Supervisors

This effort is being done in collaboration with:

- Botetourt County
- Town of Fincastle
- Botetourt County Historical Society
- Botetourt County Sheriff's Department
- Clerk of Court
- Commonwealth's Attorney
- Circuit Court



## RECOMMENDED CONCEPT ELEVATIONS



# Project Timeline

- Spring 2023 – relocation of historic Breckinridge Law Office/Westin Hotel building
- Demolition of Fincastle Community Center building and former Botetourt County Public Works building
- Expanded parking lot and construction of “Courthouse Square”
- Project expected to conclude in early 2025





# VIRGINIA WESTERN













# Grant Funding

Partnership with BTEC, Botetourt County Public Schools, Botetourt Education Foundation, Craig County Public Schools and the EDA

## Funding totaling \$166,667

Installation of 10 welding booths, doubling the amount of students



VIRGINIA INITIATIVE FOR  
**GROWTH &  
OPPORTUNITY**  
IN EACH REGION





**\*15 Years Running**



# Closing of Landfill

**ZERO cost to taxpayers**  
in partnership with GFL

Save the county \$34 million over  
term of the contract

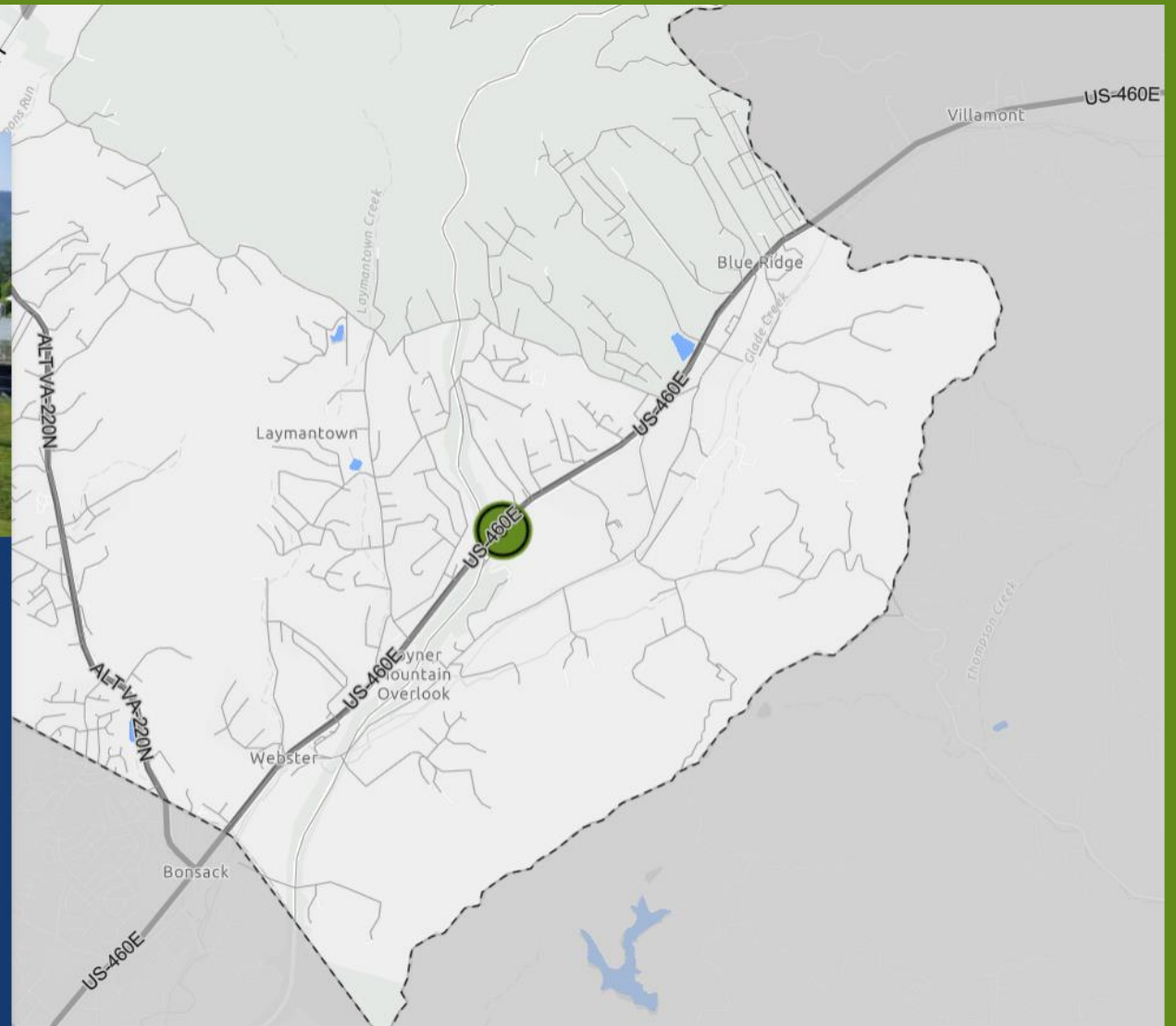
Opening of NEW Citizen  
Convenience Center near  
Cloverdale





## Blue Ridge

Located along Botetourt's section of US Route 460, Blue Ridge is home to a tight-knit and proud group of citizens. The Blue Ridge Parkway, one of Botetourt's many assets, runs through this section of the County connecting Blue Ridge to Botetourt and beyond. Some of the survey



[www.botetourtva.gov](http://www.botetourtva.gov)





GOVERNMENT

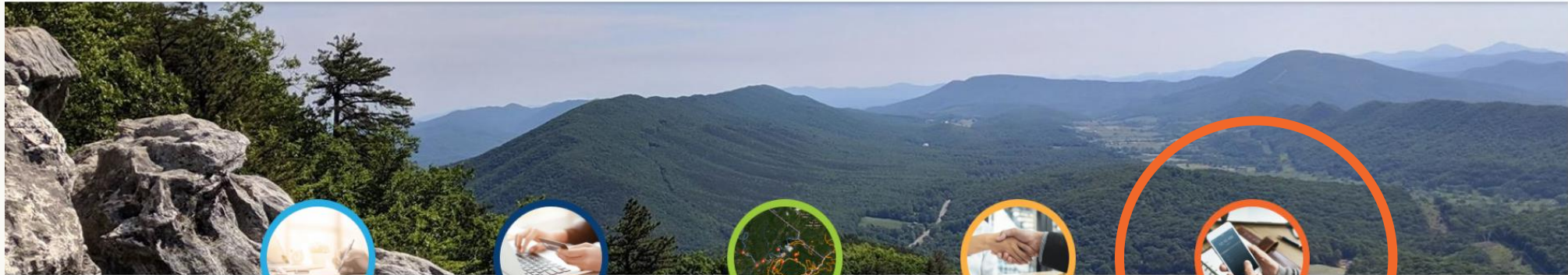
RESIDENTS

BUSINESS

VISITORS

HOW DO I...

I'm Looking For...



AGENDAS & MINUTES

PAYMENTS

GIS PROPERTY INFORMATION

JOIN OUR TEAM

NOTIFY ME®

## Upcoming Events

MARK YOUR CALENDAR

Meetings

Events



JANUARY 2022



Tue Jan. 25

Tue Apr. 26



CARILION CLINIC  

# IRONMAN<sup>®</sup>

70.3<sup>®</sup>  VIRGINIA'S  
BLUE RIDGE







# NATIONAL CHAMPIONSHIPS



1:38:39

AMATEUR ROAD | VIRGINIA'S BLUE RIDGE



CUORE

skraitch

THRU  
YOUR BIKE. THERE.

Vittoria

VAPOR

MO  
LIGHT  
GUS

CUORE

skraitch

THRU  
YOUR BIKE. THERE.

Vittoria

VAPOR

MO  
LIGHT  
GUS









Returning to Buchanan June 10th, 2023





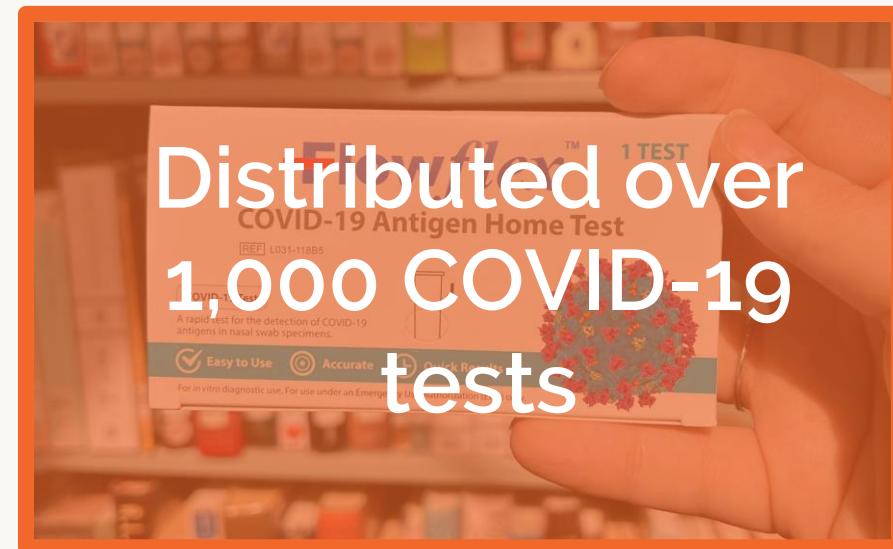
88,000 visits



Presented  
225 programs  
for over 3,700  
participants



4,800 public  
computer  
sessions

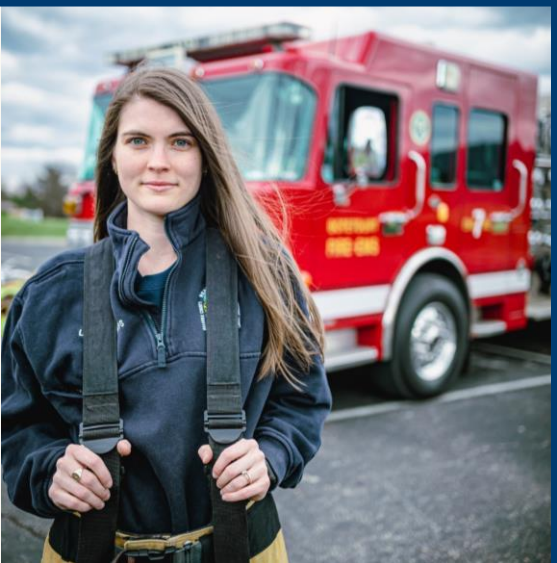


Distributed over  
1,000 COVID-19  
tests























# A Look Ahead at 2023

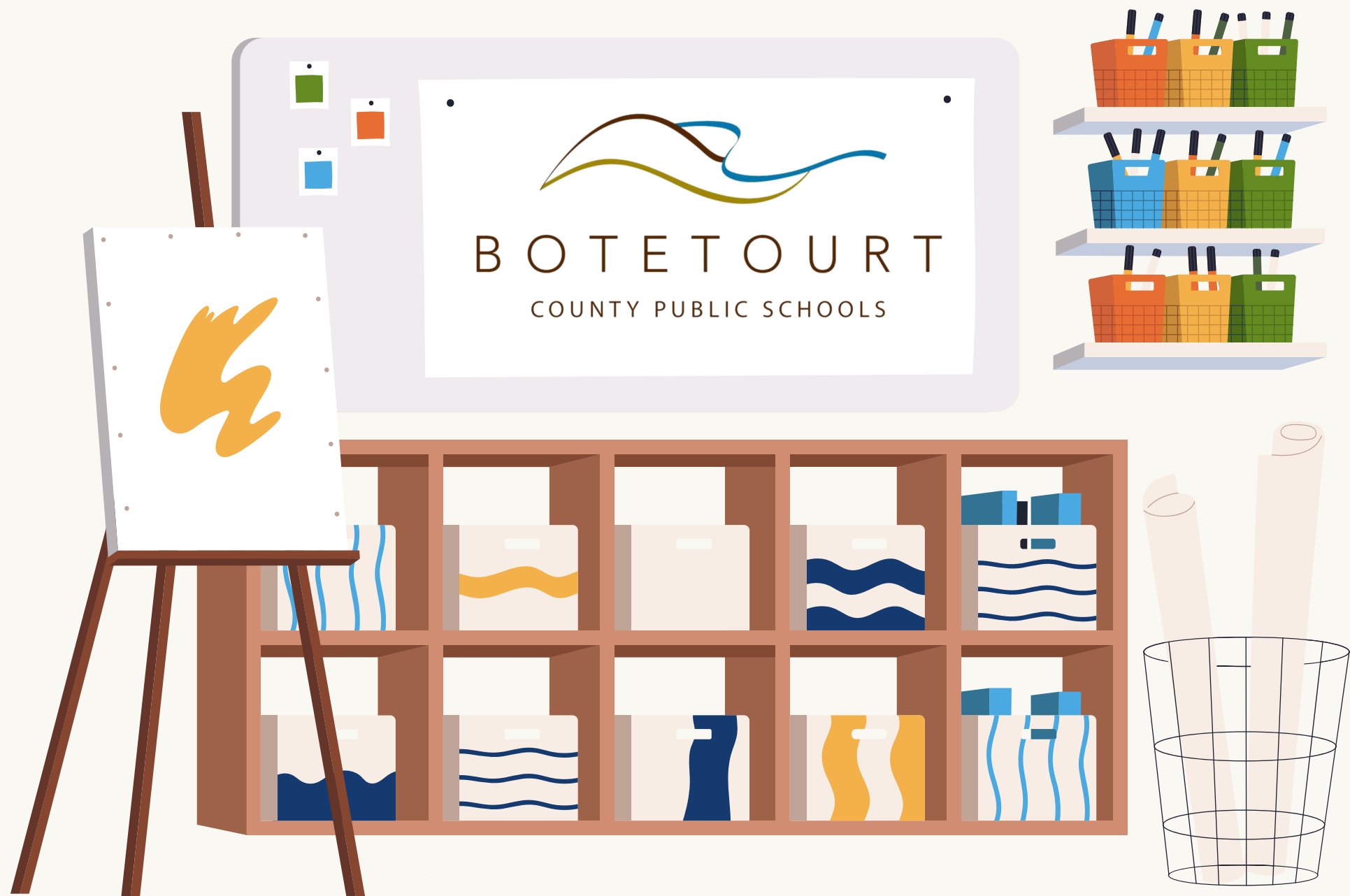
- Continued Progress for Broadband Installation
- Economic opportunities
- Establishment of Remote Worker Support Group
- New & enhanced library and recreation program
- Circuit Courthouse in Fincastle Project
- Craig/Botetourt Scenic Trail
- New Museum in Fincastle

# It's all about relationships...







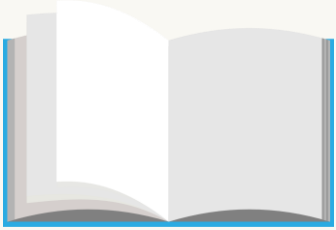




# Botetourt County Public Schools

Dr. John Russ, Superintendent

# Academic Highlights



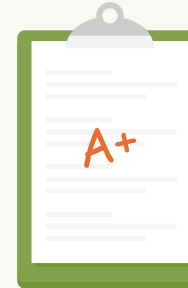
7th Overall in  
Reading



4th Overall in  
Mathematics



6th Overall on  
state assessments



3rd Overall for least  
learning loss

94.71%

On time graduation rate, 2.5% higher  
than the state average.



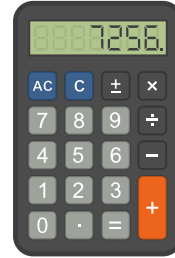


Grade 3  
English: Reading

4th

Grade 8  
English: Reading

6th

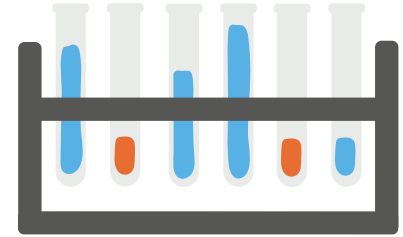


Grade 3  
Mathematics

3rd

Grade 7  
Mathematics

3rd



Grade 5  
Science

6th

Grade 8  
Science

8th

# Educator Recognition



## Mrs. Angela Myers

Region VI Teacher of the Year

Angela is the RMMS librarian/media specialist and represented Botetourt County Schools and all of Region VI for the Mary V. Bicouvaris state teacher of the year award.



# Educator Recognition



## Mrs. Angela Myers

Roanoke Valley Chamber of Commerce Teacher of the Region

Angela was further recognized by the Roanoke Regional Chamber of Commerce as the teacher of the region at the chamber's annual meeting on Thursday, January 26, 2023.

# Educator Recognition



## Dr. John McLaughlin

2022-2023 Teacher of the Year

Dr. Mac is a science teacher at Lord Botetourt HS and will represent Botetourt County Schools in the Region VI consideration process.



**Information Systems Tech**

**Veterinary Tech**

**Criminal Justice**

**Building Trades**

**Auto Body**

**Aerospace Tech**

***BTEC***

**Teachers for Tomorrow**

**Welding**

**Nurse Aide**

**Cosmetology**

**Cybersecurity**

**Computer Systems Tech**

***BTEC***

# Botetourt Technical Education Center



## Mr. Mike Ketron

BTEC Principal, Supervisor of Instruction: CTE

ADM & BTEC Enrollment

2022 eSports Achievements

Welding Grant



# Strategic Planning Process

## Surveys

We reviewed over **500 family survey responses** to hear more about family experiences with BCPS, learn ways to make learning more relevant for their children, and solicit ideas for the new strategy.



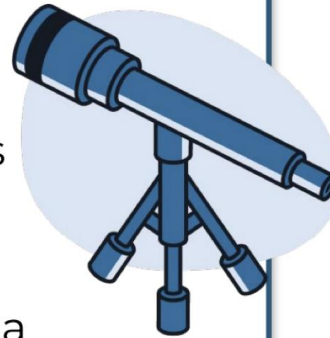
## Discussions

We interviewed school leaders and **visited each building** to personally experience the culture and teamwork, and see the learning process first hand. Each school held faculty discussions to dig into the most pressing topics.



## Exploration

We sourced a variety of resources from **education experts** and leading divisions from across the country. We also reviewed current data and results for BCPS to help us understand the current state while dreaming about the future possibilities.



# Strategic Direction

## Strategic Direction 2022-2027

Botetourt County Public Schools

**To Our Community**

We believe that Botetourt's future leaders sit in our classrooms today. No matter what corner of our county you live in or which schools your children attend, we want to prepare them to be ready to pursue their dreams, ready to lead, and ready for future challenges that we cannot even conceive of today.

We are thrilled to share our Strategic Direction. This plan is designed to serve as a guide and roadmap as we accelerate our division's efforts to provide high quality education to families in every community across Botetourt. It highlights key priority areas where BCPS will focus its efforts while providing clear direction to our students, our staff, and our community about where we intend to lead BCPS over the coming years.

We are grateful that you deeply engaged with us throughout our strategic planning process in 2022. We've been inspired by the deep commitment to our children that runs throughout every corner of our county. We are confident that this plan represents our county as a whole, and the actions contained within will bring us closer to embracing the unique strengths and interests of each student and staff member.

Sincerely,  
Jonathan D. Reese  
Superintendent

It is the **MISSION** of Botetourt County Public Schools to ensure that **all students participate in quality learning experiences necessary to grow, to adapt, and to meet the challenges of responsible citizenship in a changing global society.**

To further guide our mission statement, the BCPS Strategic Planning Committee proposed the addition of the following three commitments:

- 1. Every student** graduates prepared for meaningful employment, higher education opportunities, or military service.
- 2. Every employee** is a member of a community of collaboration, planning, and practice that fosters personal and professional growth.
- 3. Every learning environment** is designed to connect students to real-life, authentic learning experiences, guided by our community's values and needs.

## A Foundation of Excellence

4477 Students Division Wide	749 Total Employees	12 School Sites	1 Division of Excellence
1262 Students enrolled in advanced training courses*	95% Graduation Rate		

\* Includes students in dual enrollment, advanced placement, and career readiness courses

We have so much to be proud of across Botetourt County! Our team is pleased to report that BCPS performed extremely well in comparison to all divisions across Virginia.

- BCPS finished **6th out of 132 divisions in 2022**, an improvement from having finished 13th in 2019. In fact, Botetourt County has been ranked in the top 10 in mathematics and in reading eight times since 2011.
- Since 2010, BCPS has exceeded Virginia's average rate for on time graduation, with approximately 95% of our students graduating on time.
- BCPS students demonstrated the least amount of COVID slide by maintaining growth and performance levels throughout the challenging years of remote learning.

### Our Profile of a Graduate

As we prepare our students for life after graduation, we recognize that our students need more than rigorous academic content. That's why we defined the BCPS C-Skills in 2017 to clearly identify and cultivate the skills, mindsets, and behaviors essential for students to be lifelong learners. It is this foundation that unifies the learning experience across all subject areas, all grade levels, and all learning spaces in BCPS.

<b>Critical Thinking</b> The process of knowing, understanding, analyzing, synthesizing, applying and evaluating an idea or problem.	<b>Community</b> The feeling of connection built by creating a culture of acceptance and belonging.
<b>Creativity</b> A process of using information in novel ways, providing innovative solutions, and embracing inventive thinking.	<b>Conviction</b> Perseverance in the face of challenges or adversity. Never give up!
<b>Collaboration</b> A purposeful relationship in which all parties strive to achieve a common goal.	<b>Communication</b> Individuals exchanging information.

## Our New Commitments

Our Strategic Direction is designed specifically to address the wide variety of needs and hopes shared by our students, staff, and families. We are excited to expand upon many of our existing programs to ensure all students have access to real-life learning experiences in engaging learning environments. These commitments unify us across the county, while also providing substantial flexibility for individual schools to make decisions that are best for their communities.




- 1. Every student** graduates prepared for meaningful employment, higher education opportunities, or military service.
  - Preparing our future students to be our future graduates, even before they reach our buildings
  - Engaging students in projects and programs that encourage the exploration of many careers
  - Strengthening the foundation of lifelong learning through literacy
  - Thinking about learning beyond the standards to the real-life experiences our students will experience
- 2. Every employee** is a member of a community of collaboration, planning, and practice that fosters personal and professional growth.
  - Beginning with relationship building
  - Providing support for principals and teachers (new and experienced) through coaching, professional development choices, and expanded resources
  - Creating authentic cross-building collaboration opportunities
  - Honoring the potential of our team by expanding growth opportunities for all staff levels
- 3. Every learning environment** is designed to connect students to real-life, authentic learning experiences, guided by our community's values and needs.
  - Laying the groundwork for an investment in BCPS technology, infrastructure, and facilities that prepares us for the future
  - Offering a broad range of programming for students
  - Increasing the ways we share data, stories, and progress with our staff, families, and community leaders
  - Advocating on behalf of our students and families for the services and facilities they need

## Progress Monitoring

Our work is just beginning! At central office, we are setting up structures and teams to take action on the commitments and initiatives identified in the Strategic Direction. We are calling on stakeholders across all schools and departments to implement these ideas, create action plans to manage the work, and identify new programs that will move us closer to achieving the future state set forth in our commitments.

We will measure our success consistently, using a variety of indicators:




Student Preparation	Effective Teaming	Community Connections
<ul style="list-style-type: none"> <li>Literacy growth and achievement, measured by local and state assessments</li> <li>Student perception data on engagement and goal setting</li> <li>Student access to, and participation in, career exploration opportunities</li> <li>Post-secondary enrollment and persistence data (Higher Education, Military, CTE follow-ups)</li> </ul>	<ul style="list-style-type: none"> <li>Staff access to learning and collaboration opportunities, within and across buildings</li> <li>Staff participation in professional development activities</li> <li>Staff growth opportunities, including promotions</li> </ul>	<ul style="list-style-type: none"> <li>Facility conditions and progress on associated projects</li> <li>Technology accessibility, including infrastructure enhancements and device-to-student ratio</li> <li>Family and community perception data on engagement and support</li> </ul>

### Staying Engaged

Building leaders and division administrators are communicating key changes through newsletters, on our website, and during school events. Additionally, we will provide formal updates and presentations on our progress to the community during BCPS School Board meetings throughout the year.

For more information, please see our website at:  
**bcps.k12.va.us**



**EVERY STUDENT • EVERY EMPLOYEE • EVERY LEARNING ENVIRONMENT**

# Strategic Direction 2022–2027



Botetourt County Public Schools

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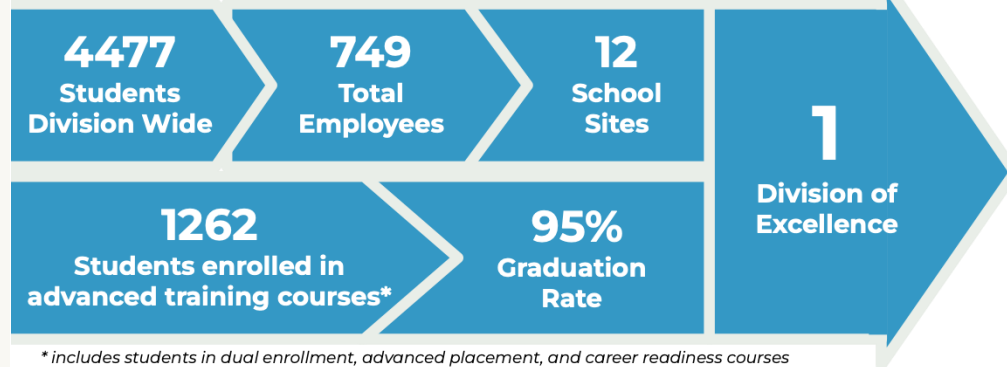
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# BOTETOURT COUNTY PUBLIC SCHOOLS



[Home](#) [Announcements](#) [Calendar](#) [Departments](#) [Parents](#) [Schools](#) [School Board](#) [Superintendent](#) [Staff](#) [COVID Information](#)



## WELCOME TO BOTETOURT COUNTY PUBLIC SCHOOLS

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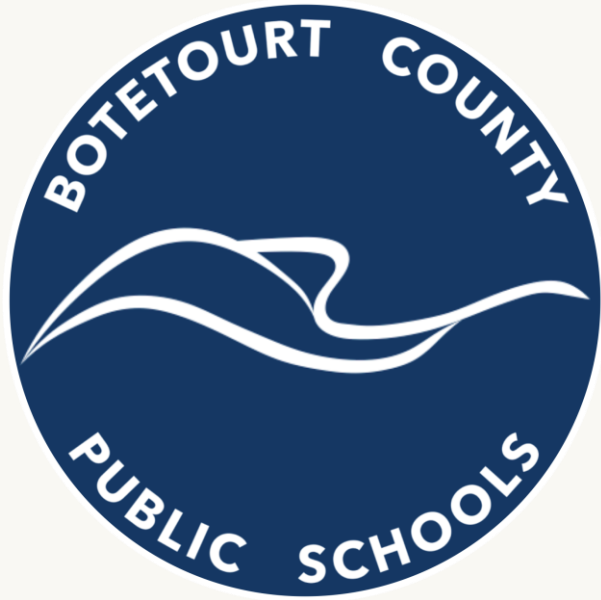


Overview: Timeline & Completion Status

					<div>COMPLETEDPENDING</div>	
Priority	Task	Begin	End	Progress		
1	Safety & Security:	Fall 2022	Summer 2023	12%		
	Vestibules	Fall 2022	Summer 2023	8%		
	Access Management Equipment, Cameras, & Software	Fall 2022	Summer 2023	17%		
	Site:	Fall 2022	Summer 2023	44%		
2	Playgrounds	Fall 2022	Summer 2023	67%		
	Install ADA Ramp & Platform (LBHS)	Fall 2022	Summer 2023	33%		
	Replace Track	Fall 2022	Summer 2023	33%		
	Building Envelope:	Fall 2022	Summer 2023	67%		
3	Roof Replacements	Fall 2022	Summer 2023	67%		
	Building Interior:	Fall 2022	Summer 2023	58%		
	Kitchen Equipment Replacement	Fall 2022	Summer 2023	33%		
	Weightroom (RMMS)	Fall 2022	Summer 2023	83%		
	Mechanical, Electrical, & Plumbing:	Fall 2022	Summer 2023	8%		
	Replace all HVAC Rooftop Units	Fall 2022	Summer 2023	8%		
	Transportation:	Fall 2022	Summer 2023	70%		
4	Bus Blend	Fall 2022	Summer 2023	70%		
	Overall Status	Fall 2022	Summer 2023	48.36%		

Current as of: January 23, 2023

Overview: Budget & Expenditures						
Priority	Task	Budget	Spent	Balance	%	Funding Source(s)
1	Safety & Security	\$1,372,000	\$0.00	\$1,372,000	0.00%	Construction (State)
	Vestibules	\$910,000		\$910,000	0.00%	Construction (State)
	Access Management Equipment, Cameras, & Software	\$462,000		\$462,000	0.00%	Construction (State)
2	Site:	\$800,000	\$0.00	\$800,000	0.00%	Capital Reserve (Local, State) Construction (State)
	Playgrounds	\$50,000		\$50,000	0.00%	Capital Reserve (Local, State)
	Install ADA Ramp & Platform (LBHS)	\$150,000		\$150,000	0.00%	Capital Reserve (Local, State)
	Replace Track	\$600,000		\$600,000	0.00%	Capital Reserve (Local, State), Construction (State)
3	Building Envelope:	\$340,000	\$0.00	\$340,000	0.00%	Construction (State)
	Roof Replacements	\$340,000		\$340,000	0.00%	Construction (State)
	Building Interior:	\$142,842	\$0.00	\$142,842	0.00%	School Nutrition (Federal Reimbursement) Capital Reserve (Local, State)
	Kitchen Equipment Replacement	\$75,000		\$75,000	0.00%	School Nutrition (Federal Reimbursement)
	Weightroom (RMMS)	\$67,842		\$67,842	0.00%	Capital Reserve (Local, State)
	Mechanical, Electrical, & Plumbing	\$715,000	\$0.00	\$715,000	0.00%	ESSER (Federal)
	Replace all HVAC Rooftop Units	\$715,000		\$715,000	0.00%	ESSER (Federal)
4	Transportation:	\$1,200,000	\$0.00	\$1,200,000	0.00%	ESSER (Federal)
	Bus Blend	\$1,200,000		\$1,200,000	0.00%	ESSER (Federal)
	Overall Status	\$4,569,842	\$0.00	\$4,569,842	0.00%	Capital Reserve (Local, State) Construction (State) ESSER (Federal) School Nutrition (Federal Reimbursement)



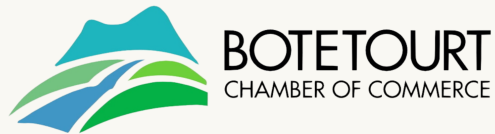
# Looking Forward to 2023

Facilities & Efficiency Task Force

Ongoing Capital Improvements

Strong Partnerships with the Board of Supervisors







## Visit Virginia's Blue Ridge

Landon Howard, President

Kathryn Lucas, Director of Public Relations

John Oney, Director of Sports and Sales

Develop, Market & Manage

The region's consumer brand!  
**PLACE MARKETING**



Visit Virginia's Blue Ridge is the Destination Marketing Organization for the region representing and working with 1,500+ partners.

Small business make a destination unique, vibrant and more attractive to visitors. Not only is travel a significant part of the small business community, travel promotion stimulates small business growth generating visitor demand.



# Tourism = Place Marketing

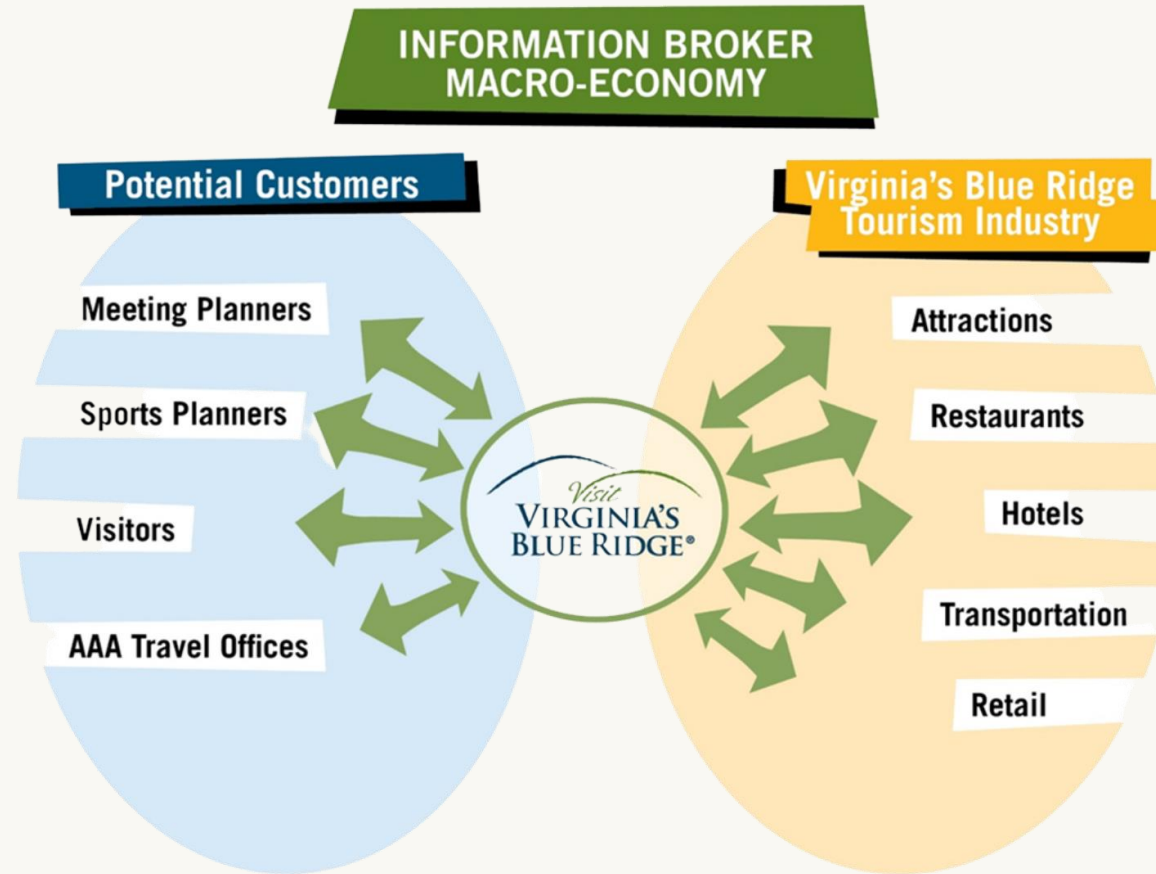
- It defines where we are,
- It identifies who we are, and
- And, why people would want to experience what we have

**Tourism** is the First Date for  
Economic Development

# Place Marketing is the First Date for Economic Development







**Visit Virginia's Blue Ridge** serves as information brokers for the region's macro-tourism economy representing and working with **1,600 partners**.

**Small businesses make a destination unique, vibrant and more attractive to visitors. Not only is travel a significant part of the small business community, travel promotion stimulates small business growth generating visitor demand.**

# BOTETOURT PARTNERS

Town Center Tap House  
Town of Buchanan  
Town of Fincastle  
Town of Troutville  
Trinity Tree Acres Farm  
Twin River Outfitters  
VelocityCare by Carilion - Daleville  
Vera Dickerson (Artist)  
Virginia Mountain Vineyards  
Wattstull Inn  
Wesley Hodges Fly Fishing  
Willie Simmons (Artist)  
Winter's Mini-Storage (Cloverdale/Roanoke)  
Yes to the Dress Boutique  
Your Idea Photography

**172 Total Partners**

# Visit Virginia's Blue Ridge Partnership Benefits:

- Botetourt County Tourism & Hospitality Businesses are FREE!
- Business and Events Listings
- Extranet Access to Business Information & listing(s)
- VBR Brand Toolkit
- Co-op Marketing Opportunities
- Tourism Development/Product Development (Ex. Cheers Trail, VBR Savings Pass)
- Extension of Social Media
- Partner Referrals (Visitor Center)
- Public Relations Pitches
- Networking Opportunities
- Tourism Advocacy with Elected Leaders
- Tourism Resources



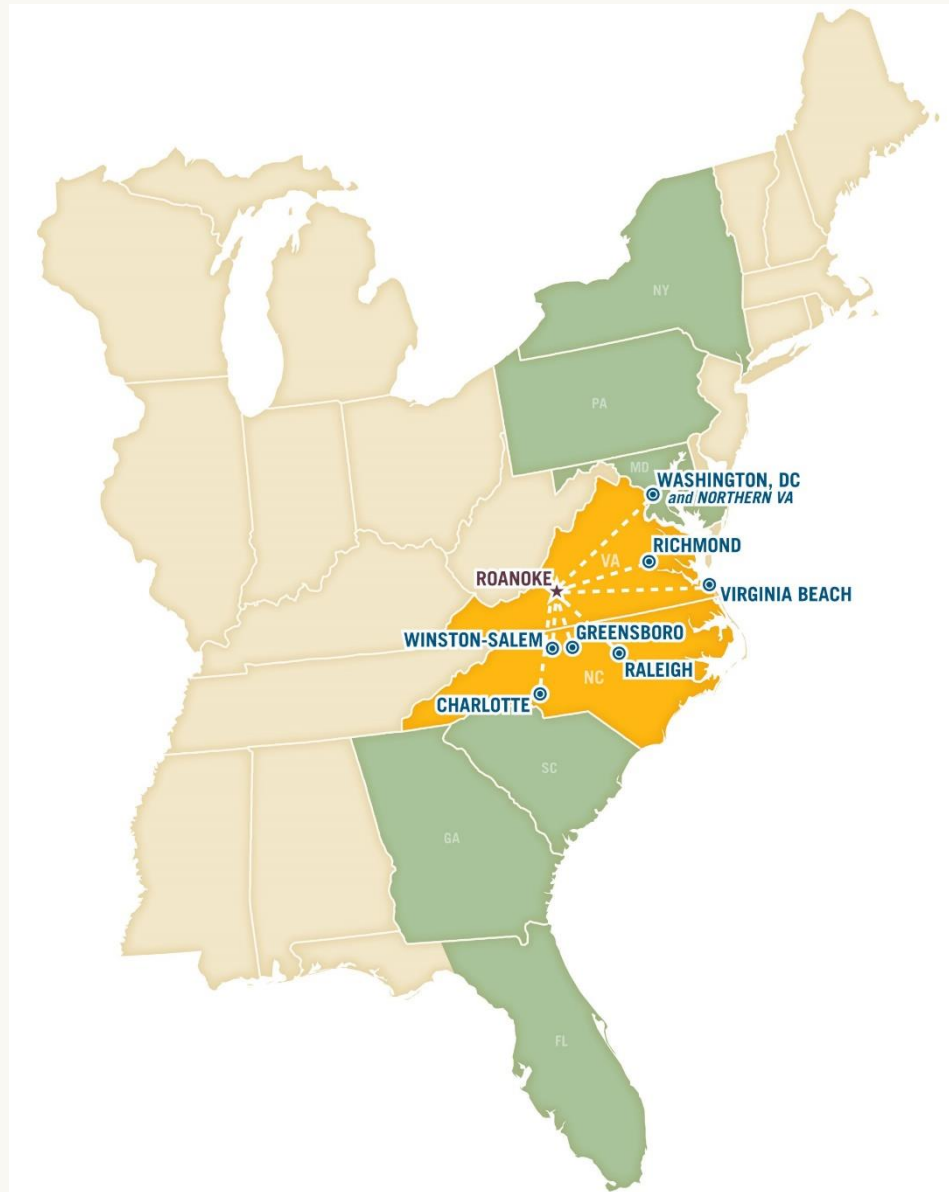




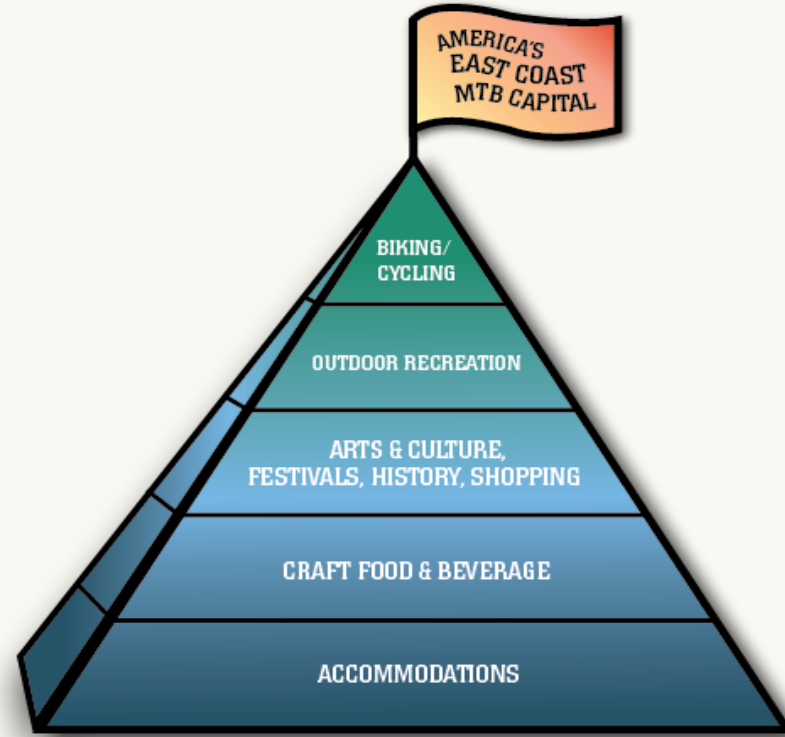
# VIRGINIA'S BLUE RIDGE®

A Metro Mountain Adventure

# PRIMARY AND SECONDARY TARGET MARKETS



- ⊙ Target City
- Primary Target Market
- Secondary Target Market



**BE A #TRAILSETTER**



----- VIRGINIA'S BLUE RIDGE -----

# TRAIL GUIDE

VIRGINIA'S BLUE RIDGE IS A MOUNTAIN PLAYGROUND FULL OF ADVENTURES. BE A #TRAILSETTER AND EXPLORE INCREDIBLE TRAILS, PARKS, NATIONAL FORESTS, AND WILDERNESS AREAS THAT FEATURE SOME OF THE BEST OUTDOOR RECREATION OPPORTUNITIES IN THE COUNTRY. WHETHER IT'S HIKING, BIKING, CAMPING, OR GETTING ON THE WATER, IT CAN ALL BE PART OF A METRO MOUNTAIN ADVENTURE IN VIRGINIA'S BLUE RIDGE.

**240+**

MILES OF APPALACHIAN TRAIL



**400+**

MILES OF TRAILS FOR MOUNTAIN BIKING

**260+**

MILES OF BLUEWAYS



OVER  
**1,000 MILES**  
OF TRAILS

**700+**

MILES OF TRAILS FOR HIKING



**35+**

MILES OF ROANOKE VALLEY GREENWAYS



**28,000+**

ACRES OF LAKES & RESERVOIRS



LARGEST METRO  
AREA ALONG THE  
BLUE RIDGE PARKWAY  
& APPALACHIAN TRAIL



ONLY INTERNATIONAL  
MOUNTAIN BICYCLING  
ASSOCIATION  
SILVER-LEVEL RIDE CENTER  
ON THE EAST COAST

\*\*\*\*\* VISITVBR.COM \*\*\*\*\*



# Virginia's Blue Ridge Cheers Trail Passport Program

[VBRCHEERSTRAIL.COM](http://VBRCHEERSTRAIL.COM)

1. Take a picture of the QR Code
2. You will be prompted to open "vbrcheerstrail.com"
3. Select "Get Your Free Passport"

Follow the steps to access the web app via email or text message. Check in at participating locations along the trail. Each location has a specific validation code allowing you to redeem exclusive offers!



## Virginia's Blue Ridge Cheers Trail Passport Participants

BREWERIES (13)	WINERIES (8)
A Few Old Goats	Amrhein's Wine Cellars
Beale's Brewery	Beliveau Estate Winery
Big Lick Brewing Company	Blue Ridge Vineyard
Chaos Mountain Brewing Co.	Hickory Hill Vineyards & Winery
Golden Cactus Brewery	Peaks of Otter Winery and Orchards
Hammer & Forge Brewing Co.	Virginia Mountain Vineyards
Olde Salem Brewery Co.	Stoney Brook Vineyards and Winery
Parkway Brewing Company	Well Hung Vineyard
Starr Hill Pilot Brewery	
Three Notch'd Brewing Co.	DISTILLERIES (2)
Twin Creeks Brewing Co.	Franklin County Distilleries
Twin Creeks Brewpub at Explore Park	Twin Creeks Distillery
Twisted Track Brewpub	



## 2022 PR Benchmarks

(1/1/2022 – 12/31/2022)

**# Journalists Hosted/Visited – 153**

**# Articles/Mentions – 351**

**Marketing/PR Social Amplification – 3,943,766**

**Media Outreach: 134**

### What does this mean?

**# Articles/Mentions** = Print, digital and social media coverage secured or influenced by Visit VBR.

**Engagement/Amplification** = A like, share or comment on a social media post by or about VBR on Instagram, Facebook, Twitter, Pinterest, LinkedIn, YouTube.

**# Hosted/Visited** = # media hosted in-market or pitched at deskside visit, show or virtual meeting.

**Media Outreach** = Number of lead responses and story pitches being sent to key media contacts.



**2022**  
**Botetourt County Public**  
**Relations**

**82 Articles**

# Where to See Fall Colors on the Water in Virginia's Blue Ridge

FALL IN VIRGINIA, TRAVEL IDEAS / OCTOBER 7, 2021 by VISIT VIRGINIA'S BLUE RIDGE / LEAVE A COMMENT

UPDATED: OCT 13, 2022

VIRGINIA IS FOR LOVERS

*Virginia Tourism Corporation's* blog is read by potential visitors in **key** VA feeder markets such as Richmond and Virginia Beach.

## Upper James River Water Trail – Buchanan to Arcadia



PHOTO CREDIT: SHANNON TERRY

For a nice, fairly easily paddle that affords plenty of mountain views and perhaps some nice fishing, try the Upper James River Water Trail [pictured at the top of this post].

Launch from Buchanan (Twin River Outfitter can set you up with equipment), and make your way around three nice bends to Arcadia, about 1.3 miles downstream.

# Ranked: every state's most charming small town

Jacqui Agate - 2 Jan



Auto Rotation Off ☐

Full Screen

©Kipp Teague/Flickr/CC BY-NC-ND 2.0

13 of 51 Photos in Gallery

## 39. Fincastle, Virginia

Fincastle wears its 200+-year history like a badge of honor with museums filled with historical archives and fascinating architecture spanning centuries. It's most famous for its connection to explorers Lewis and Clark with William Clark marrying Fincastle local Judith Hancock after the 1803-1806 expedition. The crowning jewel is the Greek Revival-style Botetourt County Courthouse, whose roots go back to 1848 – it was painstakingly rebuilt after a fire in the 1970s.



# NorthernVirginia

TRAVEL

## Nestled in the Blue Ridge Mountains, Roanoke's Scenery Is the Star of Virginia

Whether you're ziplining through the trees or relaxing by the lake, you are sure to find unmatched views.

By [Kristen Schott](#) | September 26, 2022



*Photo courtesy 1772 Rooftop on Main*

### Where to Eat

About 30 minutes outside Roanoke is Fincastle's [1772 Rooftop on Main](#). The bar and restaurant boasts panoramas of the Blue Ridge Mountains, a bar made from an old airplane, and a stick-to-your-ribs menu with house-made pimiento cheese and a pork chop topped with bacon-apple compote. *18 S. Roanoke St.*

Visit VBR directly pitched this story to the author of a key feeder market publication in 2022

# Charleston Gazette-Mail

an **HDmedia** company    A PULITZER PRIZE-WINNING NEWSPAPER

## WV Travel Team: Exploring Virginia's Blue Ridge, A Colorful Palette of Experiences

By Dave Zuchowski WV Travel Team    Oct 22, 2022    



The annual Sunflower Festival near Buchanan, Va.

Visit VBR hosted this author in Sept. 2022. Article appeared in print + online. In December, the author also featured the Fincastle Tinsel Trail in a second article, focusing on holiday offerings in VBR

Another sort of bridge can be found in the nearby town of Buchanan. Parts of the 366-foot-long swinging bridge date back to 1851. Today's construct is designed for pedestrians adventurous enough to walk across its wood planks suspended by steel cables and poised 57 feet over the James River.

# 2022 Festival & Event Guide - September & October

BY JOE TENNIS

Also published in April print  
edition of *Blue Ridge Country*  
magazine.



Candace Monaghan | Beaver Dam Sunflower Festival

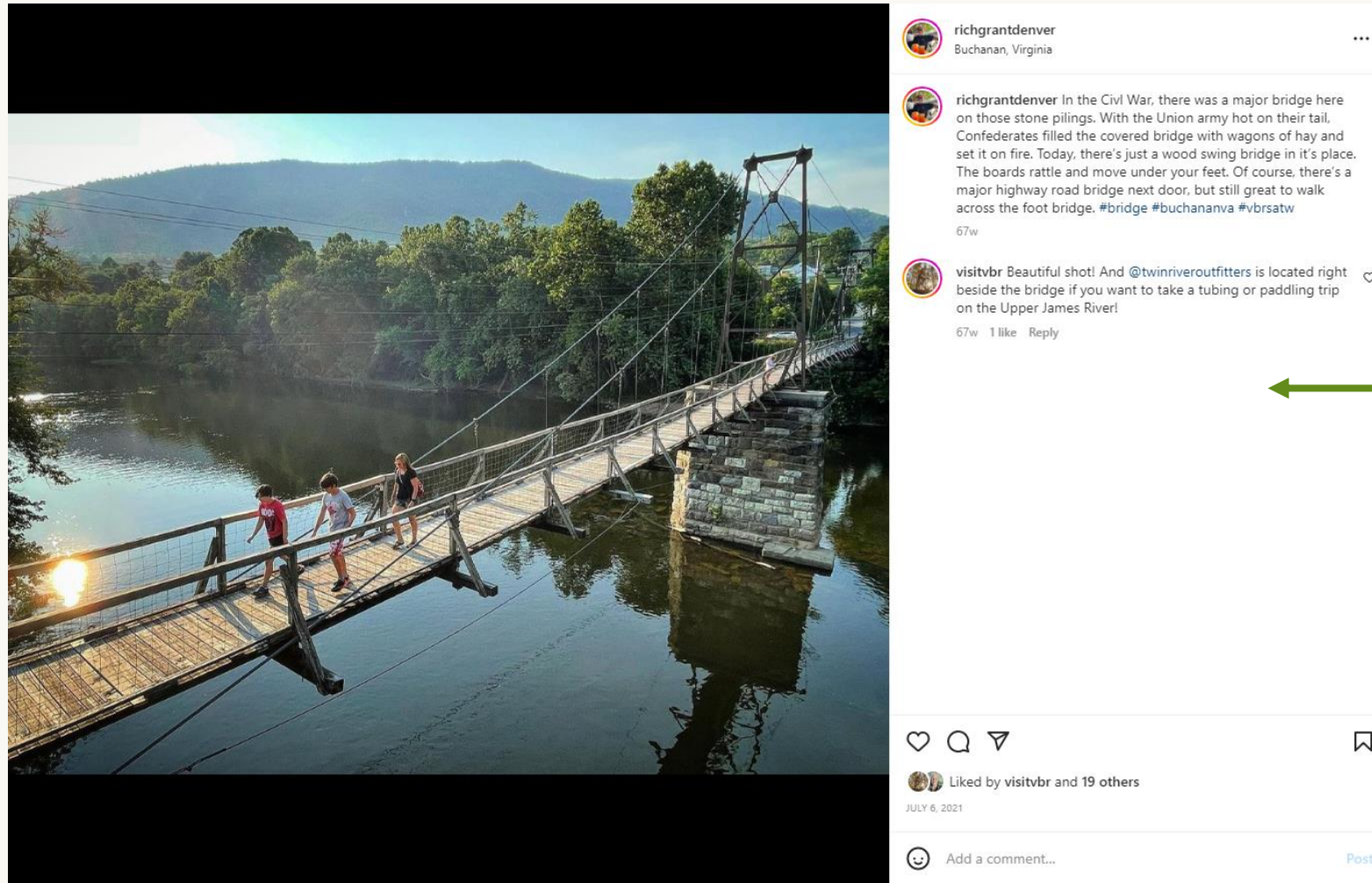
*The Beaver Dam Sunflower Festival lights up Buchanan, Virginia, September 10-18.*



# Converting Media Visits:

**Example:** Society of American Travel Writers Eastern Chapter meeting hosted by Visit VBR in July 2021

- **Hosted approx. 20 travel writers from around the East Coast**



Real-time social media coverage produced by writers while they are in-market **(July 2021)**

# Followed by...travel articles!



Published **April 2022**

Resulted from author visiting  
Virginia's Blue Ridge in **July  
2021**

## 7 Reasons to Visit the Spectacular Blue Ridge Mountains



The famous swing bridge in Buchanan is a center for rafting and kayaking. Rich Grant photos.

## Traveling Around the Blue Ridge Mountains of Virginia

By Rich Grant

## Mountain Towns and Waterfalls

The Blue Ridge Mountains are packed with wonderful small towns, raging waterfalls, hiking trails, historic sites and views. The best way to discover them is to drive around on your own. For me, I stayed in a historic B&B, the

Anchorage House, in Buchanan as a base to see things like Falling Springs Falls, Clifton Forge, Fincastle, and so many others.

It's more fun to drive a back road and discover a place on your own than to follow suggestions from others. You'll know you're on the right road when you reach the sign that says "Don't trust your GPS past this point. They don't work here."

**Blue Ridge Info: For information on the entire region, visit [here](#).**

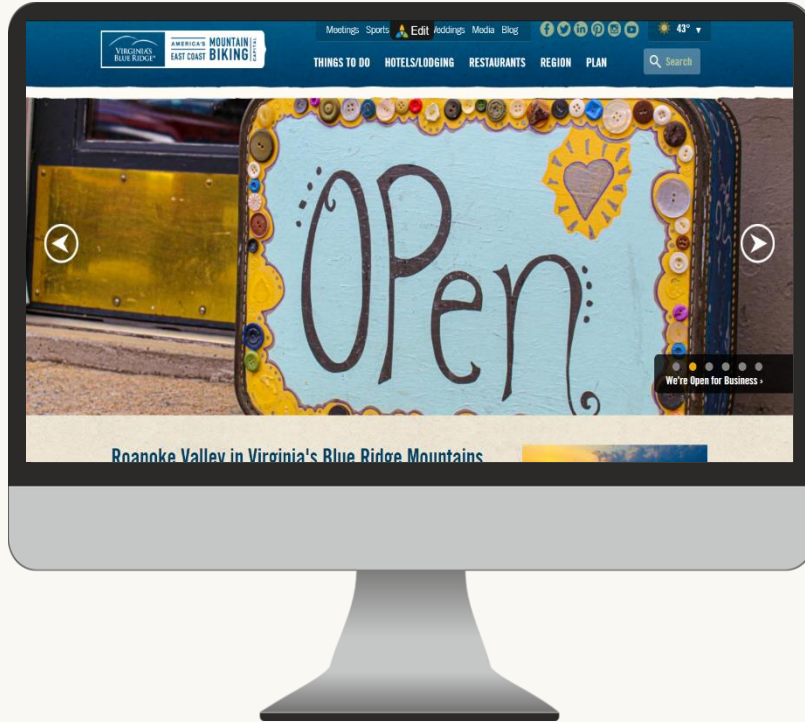


The county fair in Buchanan was a hoot, and up and down the Blue Ridge Mountains the summer is filled with concerts, fairs, farmer's markets and events.

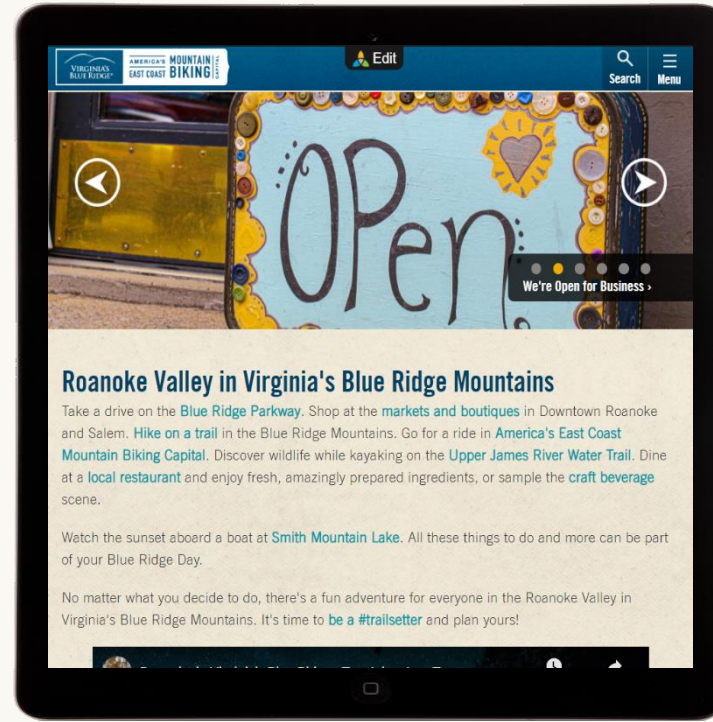


# VisitVBR.com

UNIQUE VISITORS IN 2022: 1,843,404  
Over 5,000 unique visitors per day!



DESKTOP  
22.86%



TABLET  
3.64%



MOBILE  
73.51%



# VisitVBR.com

## Who are our website visitors?

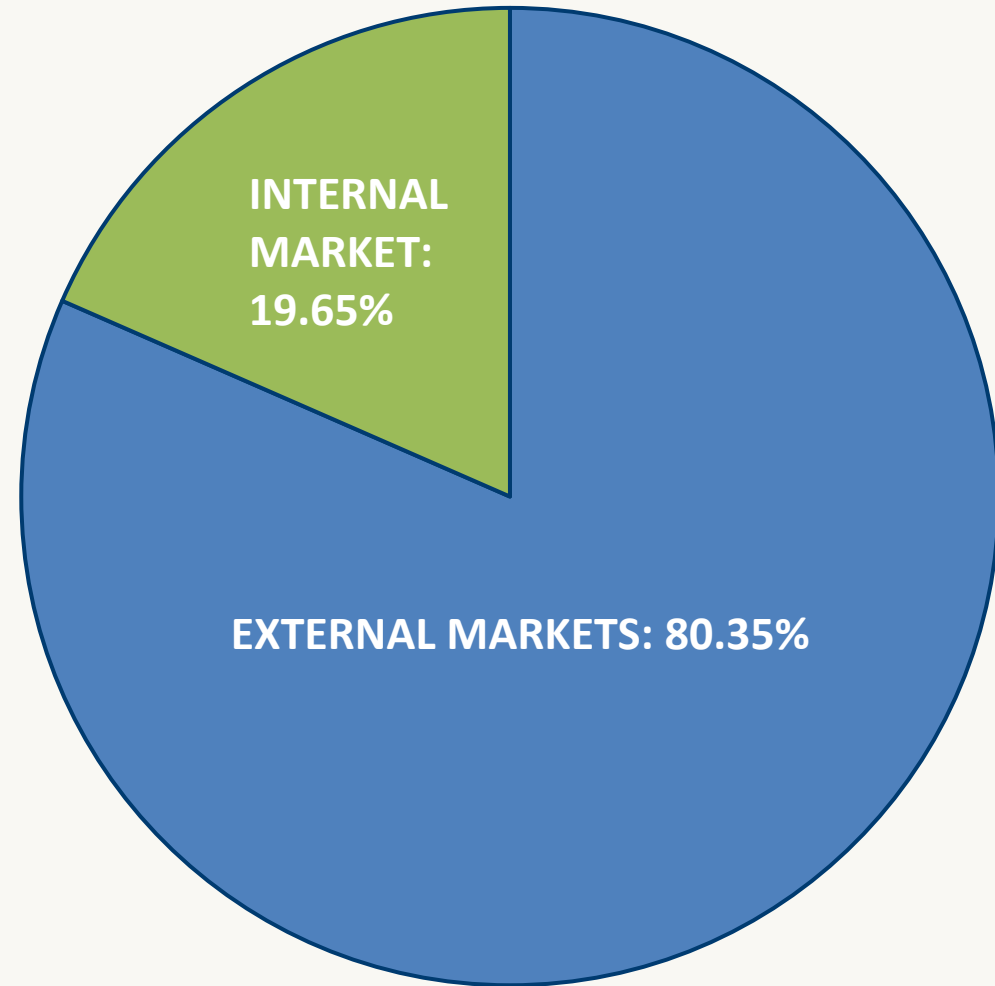
The majority of our website visitors are people from **outside the region** who get to our site from their phones by looking for information about a specific topic, such as events, things to do, cabins, camping, hiking, etc.

Therefore, we try to create mobile-friendly pieces of content, stories, and experiences that match up with what people are searching for.

# TOP GEOGRAPHIC LOCATIONS

Metro areas as defined by Google

1. ROANOKE-LYNCHBURG
2. WASHINGTON, D.C.
3. NEW YORK, NY
4. BALTIMORE, MD
5. NORFOLK, VA
6. RICHMOND, VA
7. ATLANTA, GA
8. RALEIGH-DURHAM, NC
9. PHILADELPHIA, PA
10. CHARLOTTE, NC



# Visit VBR Calendar of Events

The most popular content on the Visit VBR website.



## Roanoke Calendar of Events *Virginia's Blue Ridge Calendar of Events*

Feeling festive? The events in the Roanoke Valley in Virginia's Blue Ridge are just the thing for that.

Each year, the greater Roanoke Valley hosts so many festivals, you'll swear we celebrate just about everything. Beer. Chili. Music. Dogs. Outdoor recreation. Blues and barbecue.

December 13, 2019

### Calendar of Events



#### Holiday Brass

December 13, 2019  
Cave Spring United Methodist Church  
4505 Hazel Drive  
Roanoke, VA 24018

[MAP](#) [DETAILS](#)



#### Holiday Candlelight Tours at Thomas Jefferson's Poplar Forest

December 13, 2019 Recurring weekly  
on Thursday, Friday until December 20,  
2019  
Thomas Jefferson's Poplar Forest  
1542 Bateman Bridge Road  
Forest, VA 24551

[MAP](#) [DETAILS](#)



#### Is He Dead?

December 13, 2019 Recurring weekly  
on Sunday, Thursday, Friday, Saturday  
until December 15, 2019  
Showtimers Community Theatre  
2067 McVitty Road  
Roanoke, VA 24018

[MAP](#) [DETAILS](#)



# Botetourt County Events

In addition to local events being featured on the main calendar, we also have a special calendar on the Visit VBR website featuring events in Botetourt County.

## Botetourt County Events

### Events in Botetourt County, VA

Find out what upcoming events are on the calendar in Botetourt County in Virginia's Blue Ridge!

[Jump straight to the list of upcoming events >](#)

With easy access to the [Jefferson National Forest](#), [Appalachian Trail](#), and [Blue Ridge Parkway](#), Botetourt County is an amazing area for [outdoor adventures](#), and it also hosts great events and celebrations throughout the year.

The small towns and communities in Botetourt County regularly feature unique events, including community concerts and food & drink festivals at the [Daleville Town Center & Performance Pavilion](#), drive-in and Main Street celebrations in the [Town of Buchanan](#), and timeless holiday traditions in [Historic Fincastle](#).

Botetourt County is also the location of popular annual events like [Troutville Trail Days](#) and the [Beaver Dam Farm Sunflower Festival](#).

As part of a fall getaway to Virginia's Blue Ridge, don't miss out on the fun of [Jeter Farm](#) and the classic autumn traditions of pumpkin picking, hayrides, and racing through the corn maze!

Discover the beauty and charm of [Botetourt County](#) in the Blue Ridge Mountains.

*Header Photo - [Beaver Dam Farm Sunflower Festival](#), held annually in September.*

*While we do our best to keep event information on our calendar as up-to-date as possible, we recommend checking the specific event website and social media pages for the most current information.*

## October 29, 2022



### Historic Fincastle Ghost Walk

October 29, 2022 Recurring daily  
Botetourt County Chamber of Commerce  
23 Roanoke Street  
Fincastle, VA 24090

[MAP](#) [DETAILS](#)



### Jeter Farm Fall Festival & Country Store

October 29, 2022 Recurring weekly on Sunday, Saturday  
until October 30, 2022

Jeter Farm  
181 Blue Ridge Boulevard  
Roanoke, VA 24012

[MAP](#) [DETAILS](#)



### Savor the Sound

October 29, 2022  
Virginia Mountain Vineyards  
4204 Old Fincastle Rd.  
Fincastle, VA 24090

[MAP](#) [DETAILS](#)



# Botetourt County Information

The events are featured in a Botetourt County section of the Visit VBR website with a variety of pages & information showcasing local businesses & things to do, including lodging, shopping, history, arts & culture, food & drink, and more.



IN THIS SECTION ▲

► About VBR

## Botetourt County






Entering Virginia's Blue Ridge from the north, you will find yourself in Botetourt County, one of Virginia's most scenic and historically significant counties.



# Botetourt County Web Pages

These pages feature Botetourt County businesses, community organizations, and key places of interest for visitors.

## Examples of Pages




### Botetourt County Lodging



#### Places to Stay in Botetourt County


Consider spending the night in Botetourt County during your next visit to Virginia's Blue Ridge. There are a variety of lodging options, including hotels located along Interstate 81, camping spots along the James River, charming B&Bs, and other unique vacation rentals.

With close proximity to the Jefferson National Forest, Appalachian Trail, Blue Ridge Parkway, and Upper James River Water Trail, Botetourt County is a fantastic spot to begin and end your Blue Ridge Day with a quality place to stay while taking advantage of the easily accessible opportunities for outdoor recreation and fun.

*Below is a list of accommodations and lodging options in Botetourt County.*



**25 East Main B&B**  
25 East Main Street  
Fincastle, VA 24090  
(540) 798-5134    
[DETAILS](#)



**Best Western North Roanoke**  
2545 Lee Highway  
Troyville, VA 24175

## Hotels & Lodging

### Botetourt County Food & Drink

#### Restaurants, Breweries & Wineries in Botetourt County


You'll love sampling the local flavors at the restaurants, breweries & wineries of Botetourt County in Virginia's Blue Ridge.



Whether it's delicious Southern comfort food, international cuisine, mouthwatering burgers, or something to satisfy your sweet tooth, we hope you have room for all the great things to eat.

Botetourt County is also home to multiple breweries & wineries that feature quality crafted beverages, great views, and the perfect atmosphere to relax and enjoy.

You're certain to work up an appetite when visiting the local historic sites and taking on the exciting outdoor adventures.

*Below is a list of spots for food & drink in Botetourt County.*



**1772 Rooftop on Main**  
18 South Roanoke Street  
Fincastle, VA 24090  
(540) 632-8099    
[DETAILS](#)

## Food & Drink


### Arts & Culture in Botetourt County


Inspired by the area's beautiful mountain vistas as well as the rich history & heritage, there's a strong local arts & culture scene in Botetourt County.


You can experience it during your visit to Virginia's Blue Ridge by browsing through studios and galleries featuring works by local artists, attending community theatre productions, and listening to great live music.

It's a wonderful way to experience the local community and character of Botetourt County, while also getting to learn about the unique stories and experiences of the locals who make this such a special place to live and visit.

*Below is a list of arts & culture related businesses and organizations in Botetourt County.*



**The Appalachian Craftsman**  
Authentic Traditional Appalachian Craftwork  
Eagle Rock, VA 24085   
[DETAILS](#)



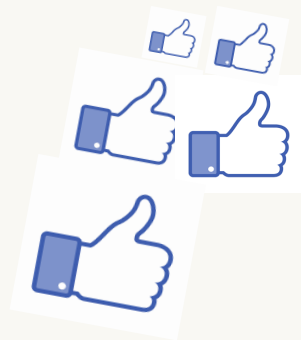
**Attic Productions**  
7490 Roanoke Road  
Fincastle, VA 24090

## Arts & Culture



# VISIT VBR SOCIAL MEDIA

OVER 239,000 FOLLOWERS!



HASHTAGS  
#TRAILSETTER  
#VISITVBR

VIRGINIA  
IS FOR  
MOUNTAIN  
LOVERS

#LOVEVA

# Botetourt County – Visit VBR Social

Botetourt County is an integral part of Visit VBR social media content & campaigns.



1772 Rooftop on Main



The Pie Shoppe



Tizzzone Wood Fired Kitchen & Wine Bar

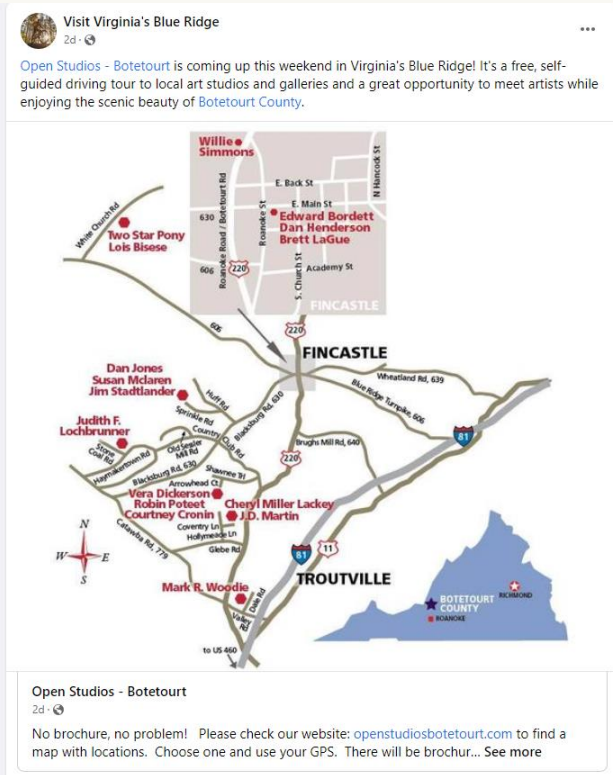


Bryant Orchards Farm Market



# Botetourt County – Visit VBR Social

Featuring events helps spotlight local businesses and venues.



Open Studios Botetourt



Buchanan Community Carnival

Virginia Garden Week - Fincastle




Jeter Farm Fall Festival








# Botetourt County – Visit VBR Social


Visit VBR showcases the history & heritage of Botetourt County.

**Visit Virginia's Blue Ridge**  
September 19 · 🌐

A great tribute to Norvel Lee - a historic icon of Botetourt County & Virginia's Blue Ridge!




**Botetourt County**  
Government Organization

**Botetourt County**  
September 17 · 🌐

Over 40 people gathered in Eagle Rock this afternoon to honor Norvel Lee. Norvel is a son of Eagle Rock who went on to become a Tuskegee Airman, World War II Ve... See more

Norvel Lee – Historical Marker








**visitvbr**  
Buchanan Swinging Bridge

The Historic Swinging Bridge over the James River is an iconic piece of history in the @townofbuchananva in Virginia's Blue Ridge. Portions of the bridge were originally constructed in 1851 and it played an important role in the local economy and development of the town. Visitors can walk across the bridge or enjoy a float on the Upper James River Water Trail and paddle under the bridge - @twinriveroutfitters is located nearby and offers multiple options for trips.


It's located at 687 Lowe Street in Buchanan in Botetourt County and the

[View insights](#)



 Liked by friendsofnaturalbridge and 1,153 others

AUGUST 17

 Add a comment... [Post](#)

Historic Swinging Bridge in Buchanan



# Botetourt County – Visit VBR Social

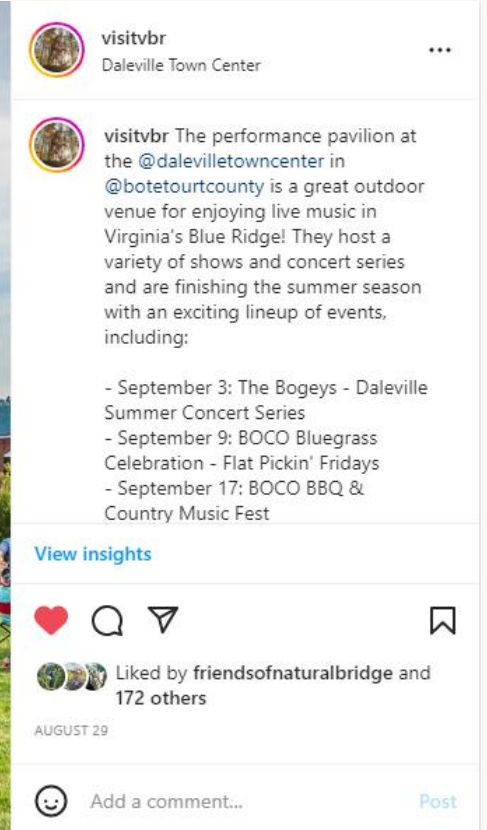
Visit VBR showcases the unique arts & culture of Botetourt County.



Attic Productions



Live Music & Concerts at  
the Daleville Town Center





# Botetourt County – Visit VBR Social

Visit VBR showcases the scenic beauty & outdoors of Botetourt County.



Roaring Run Falls



Spring Blooms in Buchanan




Fall Colors on the James River




# Botetourt County – Visit VBR Social

Visit VBR highlights PR mentions and features about Botetourt County.


 Visit Virginia's Blue Ridge  
February 17 · 🌐

Plan a getaway to [Botetourt County](#) in Virginia's Blue Ridge and experience why the [Town of Buchanan, VA](#) & [Town of Fincastle](#) were named two of Virginia's best small towns by [Travel + Leisure](#)!







VISITROANOKEVA.COM

**Fincastle and Buchanan Among Best VA Small Towns by Travel + Leisure**  
Botetourt County, the northern section of Virginia's Blue Ridge region, is known for its c...

 Kathryn Lucas and 23 others

1 Comment 13 Shares

 Like  Comment  Share 

Buchanan & Fincastle – Travel & Leisure

 Visit Virginia's Blue Ridge  
September 24 at 2:20 PM · 🌐

A great feature by [Blue Ridge Country magazine](#) about makes the [Town of Buchanan, VA](#) in [Botetourt County](#) a small town gem in Virginia's Blue Ridge!



BLUERIDGECOUNTRY.COM

**Buchanan: A Virginia River Gem and Gateway Community Past & Present**  
Resting at the southern end of the Shenandoah Valley and the northern end of the Roanoke V...

  Allegheny Motorcycle Adventures and 37 others

6 Shares

Buchanan – Blue Ridge Country



# Beaver Dam Sunflower Festival

Visit VBR showcased the 2022 Beaver Dam Farm Sunflower Festival with a variety of pieces of digital content & campaigns.



## Key Metrics

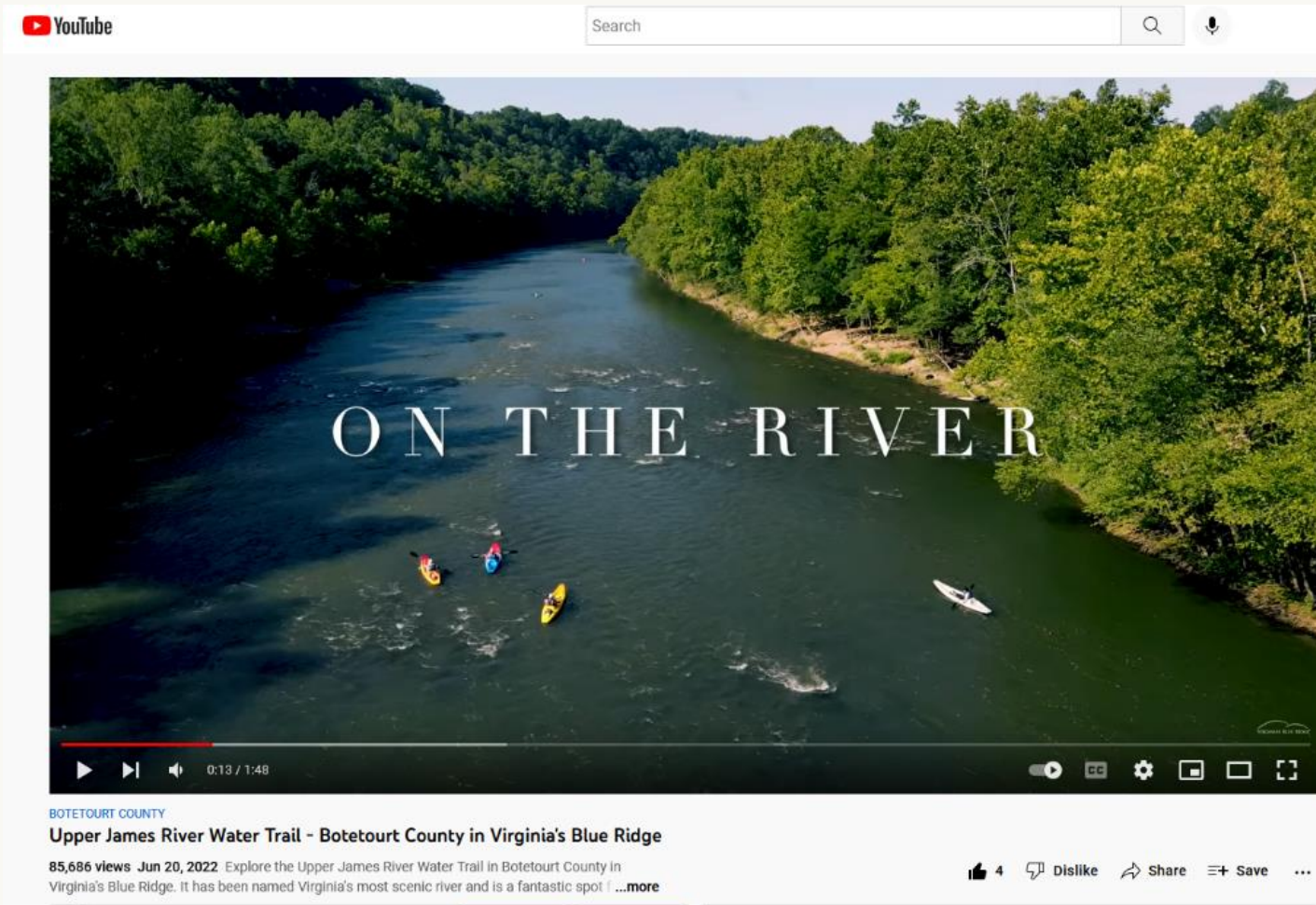
**Pageviews: 68,236**

**Engagements: 95,797**

- Visit VBR Website Pageviews: 27,673 | Guide to Sunflower Festival Blog Post: 22,003 pageviews
- September Event Preview Blog Post: 18,560 pageviews
- External Link Traffic: 5,000+ clicks to Sunflower Festival Website from Visit VBR's Website
- 12 Visit VBR Organic Social Media Posts - Facebook, Instagram, Twitter, LinkedIn, Pinterest: Reach/Impressions: 219,337 | Engagements: 17,046
- Paid Facebook & Instagram Campaign - Spend: \$2,000 | Reach: 277,757 | Impressions: 723,475 | Engagements: 36,462

# Twin River Outfitters & Upper James River Water Trail Video Campaigns

Visit VBR partnered with Twin River Outfitters to run paid digital advertising campaigns promoting a video that TRO originally created and agreed to share with Visit VBR.



This campaign generated over **227,000 video views** across Facebook, YouTube, and Instagram.

- Facebook: 125,443 views
- YouTube: 85,683 views
- Instagram: 16,100 views



# Botetourt County & Upper James River Water Trail – Targeted Display Campaigns

Botetourt County and the Upper James River Water Trail were featured in digital advertising campaigns to promote summer and fall travel.



These ads were featured in display and native advertising formats across a variety of websites, generating the following engagements.

- **Native Ads: 9,022 clicks**
- **Display Ads: 384 clicks**
- **Estimated Value: \$9,046**



**VBR**

**SPORTS**

# VBR Sports Sales Team



John Oney, STS  
Director of Sports & Sales



Grayson Bond  
Sports & Sales Coordinator



Antonio Gonzalez  
Sports & Sales Coordinator



# State of the Sports Tourism



Supported by:



## 2021 STATE OF THE INDUSTRY REPORT FOR THE \$91.8 BILLION SPORT TOURISM INDUSTRY

Sports ETA, the only trade association for the sports events and tourism industry, released its annual State of the Industry Report for 2021 resulting in the sports tourism sector's direct spending impact of \$39.7 billion which generated a total economic impact of \$91.8 billion, supporting 635,000 full-time and part-time jobs and generating \$12.9 billion in taxes.

### SUMMARY ECONOMIC IMPACTS SPORTS TOURISM SECTOR

The sports tourism sector generated \$39.7 billion in direct spending in 2021, including spending by sports travelers and tournament operators. This spending generated a total economic impact of \$91.8 billion which supported 635,000 total jobs and generated \$12.9 billion in total tax revenues.



**\$39.7B**

Direct  
Spending  
Impact



**\$91.8B**

Total  
Economic  
Impact



**635,000**

Total  
Jobs  
Generated



**\$12.9B**

Total  
Tax  
Revenues

# State of the Sports Tourism Industry

## VBR Sports 2022 Recap

### Number of Events

50

### Economic Impact

\$18M

Based on (31) events

(13) over \$500k

(7) over \$1M

### Room Nights

30,206

### Jobs Supported

141 (Full Time Jobs)

5,870 (persons)

# VBR Sports Council

## **Mission Statement**

The mission of Virginia's Blue Ridge (VBR Sports) is to enhance the quality of life and economy of Virginia's Blue Ridge by being the leader in promoting and hosting youth, amateur, collegiate and professional sporting events.

## **Sports Council**

The Sports Council consist of a representative from each of our five funding jurisdictions City of Roanoke, City of Salem, Roanoke County, Botetourt County, and Franklin County.

The Council will also include members interested in being part of the movement to enhance the sports market and VBR brand nationally. By joining this council, members will help to ensure that Virginia's Blue Ridge can continue in its efforts to becoming a premier sports destination.



# VBR Sports Council

- **Mandy Adkins**  
Director  
Botetourt County Parks & Recreations
- **Dean Hackett**  
Blue Ridge Representative  
Botetourt County Parks and Recreation  
Commission
- **Michael Clark**  
Director  
City of Roanoke Parks and Recreation
- **Patrick Boas**  
Recreation Manager  
City of Roanoke Parks and Recreation
- **John Shaner**  
Director  
City of Salem Parks and Recreation Department
- **Jim Farmer**  
Recreation Program Supervisor  
City of Salem Parks & Recreation Department
- **Greg Martin**  
Outdoor Services Manager  
Roanoke County Parks, Recreation, and Tourism
- **Wendy Delano**  
Director  
Salem Civic Center
- **Eric O'Brien**  
Moyer Sports Complex & Kiwanis Field Manager  
City of Salem Parks & Recreation Department
- **Carey Harvey**  
Director of Tourism  
City of Salem
- **Paul Chapman**  
Director  
Franklin County Parks and Recreation
- **Matt Ross**  
Outdoor Recreation Manager  
Franklin County Parks and Recreation
- **Doug Blount (Council Chair)**  
Administrator  
Roanoke County Parks, Recreation, and Tourism
- **Allen Hayes**  
Director  
Roanoke County Parks, Recreation and Tourism
- **Robyn Schon**  
General Manager  
Berglund Center

# Sports Partnership

## Botetourt County & VBR Sports

### **Growth Opportunities:**

- Continue to collaborate with Mandy Adkins, Director and the entire Parks & Recreation team to identify new event opportunities including: softball, disc golf, cycling and field sports
- Explore additional ways to maximize Botetourt Sports Complex that produce overnight stays
- The ability to recruit together gives us a competitive advantage over other destinations.

### **Working Together: Moyer Sports Complex Renovation**

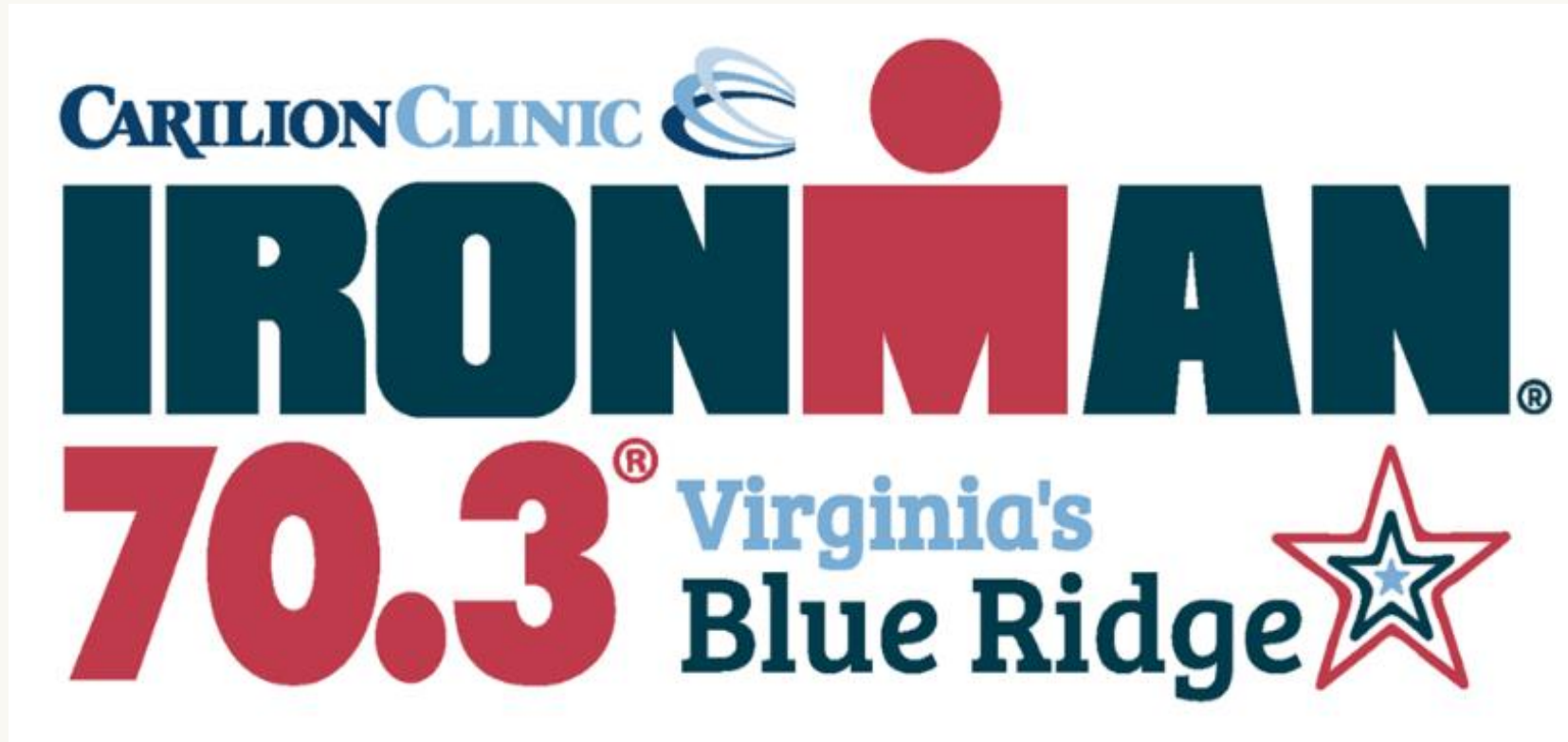
- City of Salem & Botetourt County Parks & Recreation working together to utilize Botetourt Sports Complex as HQ field during renovation.
- Room blocks are being secured to include Botetourt hotels
- VBR continue to support softball tournaments
- Moyer scheduled to reopen September 2024

# USA Cycling Amateur Road National Championships June 14-17, 2023





June 4, 2023



## Race Overview

**Swim Course** - Carvins Cove – 1.2 miles (Start time – 6:30am)

**Bike Course** – 56 miles – From Carvins Cove toward Buchanan (Route 11) and Botetourt County, to Route 43 to the Blue Ridge Parkway South toward Route 24 at Vinton ending at River's Edge Park

**Run Course** – 13.1 miles along the Roanoke River Greenway

# Virginia's Blue Ridge TWENTY24

**The Road to the 2024 Paris Summer Olympics for  
USA Women's Cycling starts in Virginia's Blue Ridge!**



# **Sports Events Botetourt County 2023**

<b>Chance Crawford Softball Benefit Tournament</b>	<b>Apr. 14-16, 2023</b>
<b>Mountain East Women's Softball Conference Championship</b>	<b>May 5-8, 2023</b>
<b>Carilion Clinic IRONMAN 70.3</b>	<b>June 4, 2023</b>
<b>VHSL Spring Jubilee 1A &amp; 2A Softball State Championship</b>	<b>June 9-10, 2023</b>
<b>USA Cycling Amateur Road National Championship</b>	<b>June 14-17, 2023</b>
<b>ISF/WBSC Senior World Cup Slow-Pitch National</b>	<b>June 21-25, 2023</b>
<b>USA Girls 16U Class A Fast-Pitch National Championship</b>	<b>July 17-23, 2023</b>
<b>Interstate Church of God Slow Pitch Tournament</b>	<b>Aug. 26-27, 2023</b>
<b>USA Men's Class D&amp;E Eastern Slow-Pitch Championships</b>	<b>Sept. 1-3, 2023</b>



# 8 Big Sports Tourism Trends for 2023

Diversity

Technology

Emerging Sports

International Events

Site Selection & RFPs

Consolidation

Burnout is Real

Big New Ahead

# Northern Virginia









**Daily Northeast Regional to Boston  
2<sup>nd</sup> Daily Train to Washington D.C.**

**AMTRAK®**



**Place Marketing = Workforce Development =  
Business Investments = Economic Prosperity**



## Forecast 2023 vs. 2019

<b>Leisure/Outdoor Tourism</b>	<b>Exceed</b>
<b>Sports Tourism</b>	<b>Exceed</b>
<b>Conventions/Meetings</b>	<b>Even</b>
<b>Business Travel</b>	<b>Down</b>
<b>Room Revenue</b>	<b>Exceed</b>
<b>Room Demand</b>	<b>Meet or Exceed</b>



**Tourism  
is  
BIG  
Business!**

Thank you for your support!



VIRGINIA'S  
BLUE RIDGE®







ROANOKE - BLACKSBURG  
TECHNOLOGY COUNCIL

## **Roanoke-Blacksburg Technology Council**

Erin Burcham, Executive Director at RBTC, President at Verge

Taylor Spellman, Associate Director

Katie Conner, Technology Talent Strategist

# The Verge Alliance

## Includes alliance members RAMP and RBTC

Collectively, the Verge Alliance helps facilitate regional connection, communication, and collaboration.

- Identify regional priorities and funding to advance tech and biotech projects and solutions across GO Virginia Region 2
- Collaborate with government, academia, and the private sector to help grow the regional technology economy



# The Verge Alliance



## INSIGHTS

Provides vision, strategy, and development resources to help move the region forward.

[vergeva.com](http://vergeva.com)



## INNOVATION

Helps tech and biotech startups access and leverage critical resources to grow their companies here.

[ramprb.com](http://ramprb.com)



## IMPACT

Creates an innovative ecosystem for the technology sector to thrive in the Roanoke-Blacksburg Region through high-quality programming and membership.

[rbtc.tech](http://rbtc.tech)



# RAMP

## Regional Accelerator and Mentoring Program

12-week program, twice a year, supporting technology and life science companies

- 38 Tech Companies supported since 2017 – Micro Harmonics
- 50 US States selling their products/services
- 601 workers now employed by these companies
- \$982k USEDA grant received in 2020 to enhance mission

\$20,000 in equity-free funding

1:1 expert mentoring

Access to industry experts

Network of investors, mentors, grant agencies, experts

**The only accelerator tied to a tech council in VA!**



A decorative border composed of numerous small squares in various colors (green, blue, orange, grey, and dark teal) arranged in a grid-like pattern, framing the central text area.

## **WE ARE THE RBTC.**



We are an extensive network of technology professionals, businesses, and organizations in the Roanoke-Blacksburg area of Southwest Virginia, collaborating to create a nationally recognized innovation ecosystem through entrepreneurship, programming, mentoring, and leadership.

**JOIN US.**

# Roanoke-Blacksburg Technology Council

Elevate Regional Technology Business Competitiveness and Investment Through Membership Engagement and Support.

**141**

MEMBER  
COMPANIES

**15K+**

MEMBER  
EMPLOYEES

**42**

ANNUAL  
EVENTS

**300+**

YEARLY  
JOBS



# RBTC

## Connect, Lead, Advocate, Educate

- The region's premier technology community for 20+ years
- 40+ events: top-tier programming, annual awards celebration, roundtables and peer groups
- Actively engaged in building strong technology and biotechnology industries



# RBTC

## Connect, Lead, Advocate, Educate

- 150+ member companies – startups to the largest employers in the region
- Innovating new ways to serve our community
- Focusing on efforts in equity
- Cultivate an ecosystem to support regional needs to include technology talent



# Focus On Talent

## Connecting the region's top talent to tech opportunities

New position focuses on connecting students, recent grads and young professionals to top tech talent resources.

RBTC is focusing on connecting regional talent from higher education entities with opportunities at member companies in the technology and life sciences/biotech industries. Additional programming is being developed to focus on supporting talent retention and attraction of young professionals to enhance and contribute to the

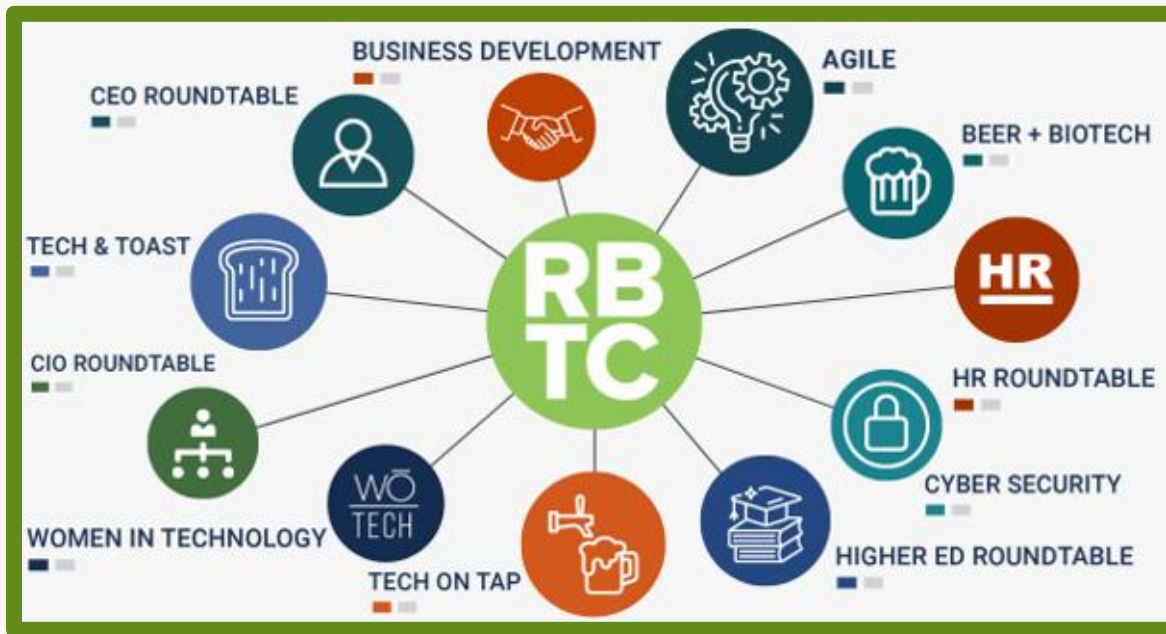
Programming includes:

- ELITE grant (available through August 2023)
- Regional Internship Collaborative
- College Campus Events





# Get Involved



## Join us

Become a member

Sponsor a program or activity

Volunteer or become a mentor

Share your success story

Join a forum

Serve on a committee

Come to an event



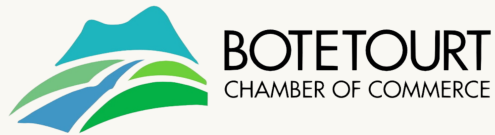
**We look forward to partnering with you**

Erin Burcham [erin.burcham@rbtc.tech](mailto:erin.burcham@rbtc.tech)

Taylor Spellman [taylor.spellman@rbtc.tech](mailto:taylor.spellman@rbtc.tech)

Katie Conner [katie.conner@rbtc.tech](mailto:katie.conner@rbtc.tech)

RBTC.tech







# Community Questions

**How did Botetourt County close the landfill for zero cost to residents?**

**With the rise in remote workers, what is Botetourt's plan to support residents working from home?**



**With all the new development plans for Botetourt County, what is the plan to accommodate the influx of children that will be attending our school systems?**

**I love seeing more development in the housing area, but I must ask where are all these people going to work?**

**What's the plan for attracting more employers?**



**What is the update on moving the law office and hotel that were the former Botetourt County Historical Society Museum?**

**Has the county made a plan for the addition of the new apartments near Exit 150 with regard to the impact on our schools?**